## ORDER

Orders Order / Rev: 106948 Alt Order #: 06855310 Product Desc: Candidate Orders Estimate: 1844 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/24/12 / 10/01/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Obama for America Name: A35+ Demographic: New Business Thru: Product Codes: PLC01-Democrat Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	40	\$38,665.00	\$32,865,25
10/01/12	10/01/12	10	\$7.390.00	\$6,281,50

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$38,665.00	\$32,865,25	0.00
October 2012	10	\$7,390.00	\$6,281.50	0.00
Totals	50	\$46,055,00	\$39 146 75	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	26%	\$46,055.00
Market	100%	¢177 137 60

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$44,283.65
KLVX .	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$38,969.62
KTUD	2%	\$3,542.69
KVVU	20%	\$35,426.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,856.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	ne Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/V M-F 5-6a WakeUp w/V		5-6a	MTWTF	:30	2	\$325.001	0.00 NM	2	\$625.00
	WAKE (	JP WITH T	HE WAGI	NERS .	J	•							
	<u>Sta</u>	t Date E	nd Date	Weekdays Spo	ts/Week	<u>Rate</u>	Rating						

Print Date: 10/02/12 08:41:55 Page 2 of 4

KSNV

Order / Rev:

106948

Advertiser:

Obama for America

Alt Order#:

06855310

Product Desc:

Candidate Orders

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1844

Ln (	Ch :	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		_		M-F 5-6a WakeU		5-6a	MTWTF-		2		0.00 NM	2	\$625.00
				M-F 5-6a WakeL			,,.	.00	_	Ψ020.001	0.00 14191	_	Ψ02.5.00
V			THE WAG										
Mo	<u>Start (</u> ek: 09/25		End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
Spot		ate Rai		escription		ֆՏՀԾ.00 <u>VEnd Time</u>	0.00	Weekdays	l e	ngth Rate	Rta Type		
				I-F 5-6a WakeUp \				MTWThF			0,00 NM		
E 2 k	KSNV 0	9/25/12	2 10/01/12	M-F 6-7a WakeU	pw/Wa@M	6-7a	MTWTF-	:30	2	\$650.001	0.00 NM	2	\$1,300.00
				M-F 6-7a WakeU						*******	-1	_	<b>V</b> 1,000,00
W			THE WAG										
Wee	<u>Start I</u> ek: 09/25		End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
			2 10/01/12		CM	658a-9am	MTWTF-	:30	2	\$850.001	0.00 NM	2	\$1,700.00
- * .		0,20,12	- 10.07.72	Today Show	OW	0000 00111	1-11.0911	.00	2.	ψ050.001	0.00 14141	2	φ1,700.00
T	ODAY SI			·									
101-	<u>Start I</u> ek: 09/25		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
-			10/01/12 2 09/29/12	MTWTF News 3 Sunrise -	2	\$850.00 6a-7a	0.00	00		<b>*</b>	0.00.141		
E 4 F	CONV U	3123112	2 09128112	News 3 Sunrise :		oa-7a	~ ~ ~ <b>~</b> - S	3- :30	1	\$350.001	0.00 NM	1	\$350.00
N	EWS 3 A	AUS TA	IRISE	rions s sumiss	07110110711								
	Start I		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	ek: 09/24		09/30/12	S-	1	\$350.00	0.00						
± 5 K	KSNV 0	9/29/12	2 09/29/12	SIGN ON-SIGN O	OFF CM	5-6A	S	5- :30	1	\$625.001	0.00 NM	1	\$625.00
S	ATURDA	Y TOD	PΑΥ	Saturday Today		(5:00 AM-6:0	U AIVI)						
	Start [		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/24		09/30/12	S-	. 1	\$625.00	0.00						
E 6 k	KSNV 0	9/30/12	2 09/30/12	News 3 Sunrise -		6a-7a		S :30	1	\$325.001	0.00 NM	1	\$325.00
N	EWS 3 A	T SUN	IRISE REV	News 3 Sunrise :	SUNDAY								
.,	Start [		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/24		09/30/12	S	1	\$325.00	0.00						
E 7 K	KSNV 0	9/30/12	2 09/30/12	Sunday Today	CM	7a-8am		·S :30	1	\$625.001	0.00 NM	1	\$625.00
т/	ODAY OI	AL CLIM	DAV	Sunday Today									
1,	Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/24/		09/30/12	S	1	\$625.00	0.00						
E 8 K	(SNV 0	9/30/12	2 09/30/12	Meet the Press	СМ	8a-9am		·S :30	1	\$3,000.001	0.00 NM	1	\$3,000.00
				Meet the Press									, ,
IVI	EET THE Start I		End Date	Weekdays	Snota Manie	Data	D-41						
Wee	<u>عادة: 09</u> /24		09/30/12	<u>vveekdays</u> S	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00						
				M-F Today Show		9-10a	MTWTF-	:30	2	\$350.001	0.00 NM	2	\$700.00
				M-F Today Show						*******	0,00 ,1,1,		Ψ100,00
T	ODAY SH												
Wee	<u>Start I</u> ek: 09/25 <i>i</i>		End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0,00						
				M-F Today Show		10am-11am	MTWTF-	- :30		\$325.001	0.00 NM	2	PCEO 00
_ , , ,	(0)112	J, 2.0, (2	10101112	Today 4th Hour	III TUI KANA	Tourn-Train	P11W11**	50	2	\$325,00 T	O.OO INIVI	Z	\$650.00
TO	ODAY SI												
10/	Start E		End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 09/25/		10/01/12	MTWTF	2	\$325.00	0.00			2005.004	0.00.104	_	
LIIK	CONV U	9/20/   Z	10/01/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MTWTF-	- ;30	3	\$325.001	0.00 NM	3	\$975.00
R	ACHEL F	RAY											
	Start [		End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
L	ek; 09/25/		10/01/12	MTWTF	3	\$325.00	0.00	·					
E 12 K	SNV 09	3/25/12	2 10/01/12	Noon News	СМ	12-1230pm	MTWTF-	- :30	2	\$425,001	0.00 NM	2	\$850.00
NI	EWS 3 A	T NOC	ON	Noon News									-
	Start D		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ŀ		

Print Date: 10/02/12 08:41:55 Page 3 of 4

KSNV

Order / Rev:

106948

Advertiser:

Obama for America

Alt Order#:

06855310

Product Desc:

Candidate Orders

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1844

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	nte Rete	Pri Rtg Typ	a Snote	Amount
E 12 KSNV			Noon News	CM	12-1230pm		:30	2 \$425.0			\$850.00
NEWO		011	Noon News		,						***************************************
NEWS :	3 A⊺ NO rt Date	ON End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/		10/01/12	MTWTF~~	2	\$425.00	0.00					
			Days of our Lives Days of our Lives	СМ	1258p-2pm	MTWTF	:30	2 \$425.	0.00 N	M 2	\$850.00
	OF OUR	· -	Monkalaya	Constant Attack	D-1-	Datin.					
Week: 09/	<u>rt Date</u> 25/12	<u>End Date</u> 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$425.00	<u>Rating</u> 0.00					
E14 KSNV	09/25/1	2 10/01/12	The Doctors	CM	2pm-3pm	MTWTF	:30	2 \$325.	0.00 N	M 2	\$650.00
THE DO	CTORS		The Doctors								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	25/12	10/01/12	MTWTF	2	\$325.00	0.00					
E 15 KSNV	09/25/1	2 10/01/12	NEWS 3 at 4 (1 F		4-5pm	MTWTF	:30	2 \$600.	0.00 N	M 2	\$1,050.00
FIRST N	JEWS 3	AT FOUR	4PM NEWS (1 ho	our)	(4:00 PM-4:	30 PM)				1	
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/		10/01/12	MTWTF	2	\$600.00	0.00					
	Date Ra		<u>escription</u> EWS 3 at 4 (1 HO		<u>/End Time</u> m	<u>V</u> 4:00 PM-4:30 PM	Veekdays	<u>Length</u> - :30 \$-	Rate Rtg Typ 450.00 0.00 N		
H:			NEWS 3 at 4 (1 h			·		·		_	
E IO KONV	09/20/1	2 10/01/12	4PM NEWS (1 ho		4-5pm (4:30 PM-5:	MTWTF 00 PMI)	:30	2 \$700.0	0.00 N	M 2	<b>\$1</b> ,150.00
NEWS 4	4 AT 430		, , , , , , , , , , , , , , , , , , ,	7	,	,					
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/: Spot Ch	25/12 Date Ra	10/01/12 ange D	MTWTF escription	2 Start	\$700.00 End Time	0,00 V	Veekdays	Length	Rate Rtg Typ	_	
			EWS 3 at 4 (1 HO			(4:30 PM-5:00 PM			150.00 0.00 N		
E 17 KSNV	09/25/1	2 10/01/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	2 \$1,000.0	0.00 N	M 2	\$1,900.00
EARLY											
<u>Sta</u> Week: 09/	<u>rt Date</u> 25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
	Date Ra		<u>escription</u>		/End Time		<u>Veekdays</u>	<u>Length</u>	Rate Rtg Typ	e	
2 KSNV	09/25/12	2-10/01/12 M	I-F Early News	5-63	0р	M	TWThF	-	00.00 0.00 N	_	
E 19 KSNV	09/25/1	2 10/01/12	M-F Jeopardy	СМ	630-7pm	MTWTF	:30	1 \$1,000.0	0.00 N	M 1	\$1,000.00
JEOPAI	SUA		M-F Jeopardy								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/:	25/12	10/01/12	MTWTF		\$1,000.00	0.00					
E 20 KSNV	10/01/1	2 10/01/12	Mon PR 8-10p	CM	8-10pm	М	:30	1 \$4,000,0	0.00 N	M 1	\$4,000.00
THE VC	ICE		Monday Prime 8-1	ıupm							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	M		\$4,000.00	0.00					
E 21 KSNV	09/25/1	2 09/25/12	Tues PR 10-11p	CM	10-11pm	-T	:30	1 \$3,200.0	0.00 N	M 1	\$3,200.00
PAREN'	THOOD		Tuesday Prime 10	J-TIpM							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week; 09/:		09/30/12	-T		\$3,200.00	0.00				_	
E 22 KSNV	09/26/1	2 09/26/12	Wed PR 9-11p	CM	9-11pm	W	:30	1 \$3,200.0	0.00 N	M 1	\$3,200.00
LAW &	ORDER:	SVU	Wednesday Prime	∍ อ- ⊓pml							
<u>Sta</u>	rt Date	End Date		Spots/Week	<u>Rate</u>	Rating					
Week: 09/		09/30/12	W		\$3,200.00	0.00				_	
		2 09/30/12 HT IN AMEF	NFL Pre-Game / F NFL Pre-Game	NA CM	1p-530pm	S	:30	1 \$2,400.0	0.00 N	M 1	\$2,400.00
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 09/		09/30/12	S		\$2,400.00	0.00				J	
						· · · · · · · · · · · · · · · · · · ·					

Print Date: 10/02/12 08:41:55 Page 4 of 4

KSNV

0.00 NM

0.00 NM

0.00 NM

0.00 NM

0.00 NM

0.00 NM

Rate Rtq Type

\$250.00 0.00 NM

2

3

4

\$2,200.00

\$850.00

\$700.00

\$160.00

\$750.00

\$45.00

\$225.00

Order / Rev:

106948

09/25/12 - 10/01/12

Advertiser:

Obama for America

Alt Order #: Flight Dates: 06855310

09/25/12 10/01/12 M-F News 3 at Eleven CM

Product Desc:

Candidate Orders

MTWTF--

Rating

Estimate:

1844

:30

:30

:30

:30

2 \$1,100.001

\$425,001

\$225.001

\$40.003

\$45,003

\$225.002

:30

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E 24	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	S	:30 1	\$10,000.001	0.00 NM 1	\$10,000.00
				NFL Football							
	SUN NT	FB: NY C	BIANTS @	PHIL					•		
	Star	t Date	<u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
W	eek: 09/2	24/12	09/30/12	S	19	\$10,000.00	0.00				

11pm-1135pm

NEWS 3 NIGHT	SIDE				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating
Maak: 00/25/12	10/01/12	MTWTE	2 6	1 100 00	0.00

M-F News 3 at Eleven

Week: 09/25/12 10/01/12 2 \$1,100.00 0.00

E 26 KSNV 09/25/12 10/01/12 The Tonight Show СМ

1135p-1237a MTWTF--

**Tonight Show** TONIGHT SHOW W/ JAY LENO

Start Date End Date Weekdays Spots/Week

Rate Week: 09/25/12 10/01/12 MTWTF---\$425.00

0.00 E 27 KSNV 09/25/12 10/01/12 Late Night w/Fallon CM 1237a-136am MTWTF--

Late Night w/Fallon LATE NIGHT W/JIMMY FALLON

Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/25/12 10/01/12 MTWTF--\$225.00

0.00 Spot Ch Date Range **Description** Start/End Time

Weekdays Length 1 KSNV 09/25/12-10/01/12 Late Night w/Fallon 1237a-136am MTWThF--E 28 KSNV 09/25/12 10/01/12 Last Call w/Carson Daly CM 136-205am MTWTF--:30

Last Call w/Carson Daly

LAST CALL WITH CARSON DALY Weekdays Start Date End Date Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF--\$40.00 0.00

E 29 KSNV 09/29/12 09/29/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$750.002 0.00 NM Saturday Night Live

SATURDAY NIGHT LIVE

Start Date End Date Weekdays Spots/Week Rate Rating

Week: 09/24/12 09/30/12 ----S-\$750.00 0.00 E 30 KSNV 09/30/12 09/30/12 LAW & ORDER (LF) СМ Sat 1-2am / Sun 1:----S

Law & Order (LF) LAW & ORDER

Start Date Spots/Week End Date Weekdays Rate Rating Week: 09/24/12 09/30/12 \$45.00

N31 KSNV 09/29/12 09/29/12 Vegas Inc. СМ Vegas Inc.

**End Date** Start Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 -----\$225.00

0.00 6:30-8pm ----S-:30

> Rating 0.00

Totals 50 \$46,055.00